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**Abstract**

**Container**

The present invention relates to a packing and displaying box for receiving a multitude of primary packages, comprising a bottom surface, a front wall, a rear wall and two side walls, wherein the side walls have flaps in the area of their upper edges, 10 the flaps projecting inwardly and being aligned in a position departing substantially from the verticality, preferably forming an angle with the vertical of more than 40°, more preferably more than 60°, still more preferably more than 80° and most preferably of 90°; to a combination of more than one primary package and a packing and displaying box to contain and display the primary packages; and to a blank for 15 making a packing and displaying box according to the invention.